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**FOR IMMEDIATE RELEASE**

**Reading Named Part of a Growing Movement for Playability in Cities**

Reading was recently recognized as a one of KaBOOM!'s 2014 Playful Cities. KaBOOM!, in partnership with the Humana Foundation, announced 212 cities and towns across the United States as 2014 Playful City USA honorees. The Foundation honors cities, towns and communities across America that are taking bold steps to ensure that all children, especially the 16 million American kids living in poverty, have easy access to play in their communities.

Renovations made to the playground at the 16<sup>th</sup> and Haak Elementary School, sponsored by the Gilmore-Henne Community Fund, caught the attention of the Humana Foundation as a demonstration of the City of Reading's increased playability – the extent to which a city makes it easy for kids to get balanced and active play – and our growing effort to making play part of the solution to reducing urban challenges.

"Reading has shown itself to be at the vanguard of a growing group of communities working to ensure that kids get the balanced and active play they need to thrive by making a play a priority in their town," Darrel Hammond, CEO and Founder of KaBOOM! remarked in a letter to Mayor Spencer.

To see the full list of the 212 communities named 2014 Playful City USA honorees, or for more information on the Playful City USA program, visit [www.playfulcityusa.org](http://www.playfulcityusa.org).

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